



News Release

For Immediate Release

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AUGUSTA RECEIVES SEA OF GOODWILL HONORABLE MENTION AWARD

AUGUSTA, Ga., Nov. 21, 2011 – Homeward Deployed is happy to announce that Augusta, GA received Honorable Mention (large community) in the first annual "Sea of Goodwill" Award. The Sea of Goodwill award is presented to the local (civilian) community that best demonstrates superior support in meeting the Sea of Goodwill's goal of linking public, private, and governmental support for Service members; veterans; recovering wounded, ill, and injured warriors; Service member and veteran immediate family members; and the immediate surviving family members of Service members who have died in the line of duty, through a common understanding of what is required to ensure a sustainable life in civilian society. The Augusta Warrior Project submitted the application based on the Augusta community's unique relationship in supporting the military.

"I have long stated how proud I am to serve a community that truly values the sacrifices made by our service members and veterans as well as their families," commends Mayor Copenhaver. "This recognition is a true honor for our city and I would like to personally thank Homeward Deployed for the award as well as everyone at the Augusta Warrior Project for the nomination."

Adds Jim Lorraine, Executive Director, Augusta Warrior Project, "Supporting our Warriors - past or present military - is a community effort. Augusta is the nation's model in bringing together education, healthcare, jobs, housing, recreation, and many other opportunities that benefit Warriors and their families. The Augusta Warrior Project is proud to be a part of this movement and will continue to support the Warriors of the CSRA."

For more information, please contact The Augusta Warrior Project at www.augustawarriorproject.org.

Homeward Deployed

FOR IMMEDIATE RELEASE

November 21, 2011

PRESS RELEASE

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Homeward Deployed Announces

2011 Sea of Goodwill Award Winners

Homeward Deployed recognizes cities for their efforts to mobilize in support of the successful transition of Service Members, Veterans, Guard, Reserve, and their families back home to Main Street.

Springfield, VA – The leadership of Homeward Deployed was pleased to award the first annual Sea of Goodwill Awards on Wednesday, November 9, 2011, at AFCEA's MILCOM2011 Gala in Baltimore, Maryland. The Sea of Goodwill concept was first articulated by the Office of the Chairman of the Joint Chiefs of Staff, Warrior and Family Support, in a January 2010 white paper. Channeling the Sea of Goodwill, a white paper released in September 2011, provides a model in which to link public, private, and governmental resources to support the transition home of our Service Members, Veterans, Guard, Reserve, and their families. Homeward Deployed is working to implement this model for community mobilization in cities across the United States. Homeward Deployed is not affiliated with the Department of Defense.

The 2011 Sea of Goodwill Awards were presented to the communities that best demonstrate the application of the Sea of Goodwill's model

Wyoming Valley Area, PA	(Large Community—over 100,000)
Stillwater, MN	(Mid-size Community—10,000 to 99,999)
Red Lodge, MT	(Small Community—under 10,000)
Augusta, GA	(Honorable Mention, Large Community)
Hugo, MN	(Honorable Mention, Mid-size Community)

Homeward Deployed's Chief Executive Officer, Gretchen Martens, noted, "We think it's time to recognize the extraordinary support local communities offer to veterans and their families around the country. We were particularly impressed with the dedication and thoughtfulness that these communities display every day. Their efforts in supporting Service members, Veterans, and their families are greatly appreciated."

About Homeward Deployed (www.HomewardDeployed.org)

Mission: To implement a multi-disciplinary continuum of care aligned with the Joint Staff's Sea of Goodwill papers with a single entry point, the Homeward Deployed Transition Coach, supported by the

comprehensive community-based wrap-around services that service members, veterans, and their families need to thrive on Main Street.

Transition Boot Camp Portfolio: Putting veterans to work in small businesses on Main Street America, where veterans actually live and where 100% of net new jobs are actually created, including entrepreneurship (self-employment) as an important pathway to economic resilience.

- **Preparing Veterans**
 - Transition Coaching
 - Coaching-on-Campus
- **Community Mobilization**
 - Free and Low Cost Training
 - Employment Bridges to Jobs on Main Street
 - Community Mobilization Guide
 - Sea of Goodwill Award
 - Veteran-Focused Community Planning

Family Resilience Portfolio: Empowering military and veteran families to maintain strong family bonds while moving through the cycles of deployment and successfully reintegrating as a strong, resilient family team, honoring the losses and changes that come with deployment, the return from duty, and separation from the Service.

- Family Coaching
- Wounded Warrior Care-giver Coaching
- Family Reintegration Retreats

Key Accomplishments Since Incorporating in August 2009

- Outreach to more than 10,000 people on post-9/11 veteran transition issues
- Training for more than 200 small business owners on best practices in veteran hiring
- Coaching 25+ transitioning veterans, placing four in jobs and opening one small business
- Received \$1.2M product donation from Career Elevator for veterans on campus
- Launching state-wide pilot for communities across Iowa as they welcome home 3100 Guard
- National offering of community mobilization services to city/county managers
- Creating five national partnerships through large associations to help veterans